


Direct message Brandon Mihai, Joe Phillips and 3 others - 2021-11-16 (UTC)

Private 

11/16/2021, 12:22 AM UTC

Brandon Mihai, Joe Phillips, Josh Elman and Raf Onak

Has Deletions

Has Edits

JP

Joe Phillips

fyi i have made a new version of michigan - v3 11/16/2021, 12:22 AM UTC

but working on the order so don't look yet 11/16/2021, 12:22 AM UTC

if you can leave notes in v2 11/16/2021, 12:22 AM UTC

BM

Brandon Mihai

notes are in there for you, let me know if you have any questions. 11/16/2021, 12:27 AM UTC

JE

Josh Elman

+1 I commented a little bit as well 11/16/2021, 12:27 AM UTC

JP

Joe Phillips

@Raf Onak rather than 11/16/2021, 1:08 AM UTC

By continuing, you will leave the app and be taken to the developer's external website.

Any purchases made externally will be managed by the developer "Hulu Inc."

11/16/2021, 1:09 AM UTC

is this better? 11/16/2021, 1:09 AM UTC

By continuing on the web, you will leave the app and be taken to an external website.

Any purchases made externally will be managed by the developer "Hulu Inc."

11/16/2021, 1:09 AM UTC

Duplication of developer 11/16/2021, 1:09 AM UTC

but also, it might be some random URL potentially? not the developers? 11/16/2021, 1:09 AM UTC

and @Josh Elman is it really going to be managed by the developer in all cases? 11/16/2021, 1:10 AM UTC

what if they use paypal? 11/16/2021, 1:10 AM UTC

what if they use an umbrella company? 11/16/2021, 1:10 AM UTC

or something else? 11/16/2021, 1:10 AM UTC

JE

Josh Elman

At that point you are delegating to the developer if you need to express concern 11/16/2021, 1:10 AM UTC

so we consider that "managed by" 11/16/2021, 1:11 AM UTC

Joe Phillips

**PLAINTIFF**  
U.S. District Court - NDCAL  
**4:20-cv-05640-YGR-TSH**  
*Epic Games, Inc. v Apple Inc.*  
Ex. No. **CX-0206**  
Date Entered \_\_\_\_\_  
By \_\_\_\_\_

APL-EG\_11097417; APL-EG\_11222033

JP

is it 'managed by' 11/16/2021, 1:11 AM UTC

or the responsibility? 11/16/2021, 1:11 AM UTC

And @Raf Onak

'Continue to Developer's Website'

or

'Continue to the Developer's Website' 11/16/2021, 1:12 AM UTC

RO

Raf Onak

i think this one is good: 11/16/2021, 1:15 AM UTC

By continuing on the web, you will leave the app and be taken to an external website.

Any purchases made externally will be managed by the developer "Hulu Inc."

11/16/2021, 1:15 AM UTC

"external website" sounds scary, so execs will love it 11/16/2021, 1:15 AM UTC

if "the" fits nice in the headline, do that 11/16/2021, 1:16 AM UTC

both are fine 11/16/2021, 1:16 AM UTC

and let's keep the "managed by" language 11/16/2021, 1:17 AM UTC

we use it throughout our articles 11/16/2021, 1:17 AM UTC

JP

Joe Phillips

@Josh Elman what are we doing about fast payments? 11/16/2021, 1:20 AM UTC

@Josh Elman what are we doing about 'fast payments'? 11/16/2021, 1:20 AM UTC

is there something better we can say 11/16/2021, 1:20 AM UTC

is there something better we can say? 11/16/2021, 1:20 AM UTC

and don't say anything with the word biometric in it 11/16/2021, 1:21 AM UTC

and don't say anything with the word 'biometric' in it 11/16/2021, 1:21 AM UTC

:ha: 1

JE

Josh Elman

if it were me, I'd avoid that benefit. I suggested something like "If you make purchases in your web browser, App Store payments features including subscription management, automatic restore, and Report a Problem, will not be available."

11/16/2021, 1:24 AM UTC

"automatic restore"? 11/16/2021, 1:24 AM UTC

JP

Joe Phillips

'fast and safe payments?' 11/16/2021, 1:34 AM UTC

so it sounds less like a brand 11/16/2021, 1:34 AM UTC

and more like a process 11/16/2021, 1:34 AM UTC

automatic restore only means something to Jeff 11/16/2021, 1:34 AM UTC

'automatic restore' only means something to Jeff  11/16/2021, 1:34 AM UTC

@Josh Elman your suggestion of adding a URL 11/16/2021, 1:36 AM UTC

Does that really mean anything? 11/16/2021, 1:36 AM UTC

it could be really long 11/16/2021, 1:36 AM UTC

or they could just shorten it to something unclear/obfuscating? 11/16/2021, 1:37 AM UTC

JE

Josh Elman

makes it look scarier, lets the user validate it. Encourages it to be short and not parameterized.

11/16/2021, 1:37 AM UTC

JP

Joe Phillips

tinyurl? 11/16/2021, 1:37 AM UTC

JE

Josh Elman

if you saw "app wants to open <http://hulu.com/adfae32d> how would you feel? 11/16/2021, 1:37 AM UTC

vs <http://hulu.com/store> 11/16/2021, 1:37 AM UTC

JP

Joe Phillips

how much cheaper is it? 11/16/2021, 1:38 AM UTC

:truee: 1

but you're right, i will add 11/16/2021, 1:39 AM UTC

JE

Josh Elman

Just for one variant. It can be an alt. I just think it puts the developer on the spot for a readable URL which seems like a net positive for customers

11/16/2021, 1:39 AM UTC

This page is the best listing of app store purchase benefits - even though developer oriented: <https://developer.apple.com/in-app-purchase/>

11/16/2021, 1:41 AM UTC

#### [In-App Purchase - Apple Developer](#)

Learn about using in-app purchase and StoreKit framework to sell items within your apps, like premium content, virtual goods, and subscriptions.

Talks about cross-device access to purchases and restoring in second bullet point. report-a-problem. Managing all purchases and subscriptions in one place

11/16/2021, 1:42 AM UTC

JP

Joe Phillips

'pay quickly' is there 11/16/2021, 1:42 AM UTC

first point 11/16/2021, 1:42 AM UTC

JE

Josh Elman

Yeah fine. Go ahead and include it. I think it's easier to say that as a "benefit" of IAP, vs a thing you lose out on by clicking to go external

11/16/2021, 1:43 AM UTC

JP

Joe Phillips

i think personally that is why i wouldnt bother 11/16/2021, 1:44 AM UTC

more steps, have to find my card, type it all out. and then giving another company my details

11/16/2021, 1:44 AM UTC

to make your version even worse you could add the developer name rather than the app name

11/16/2021, 1:46 AM UTC

JE

Josh Elman

ooh - keep going 11/16/2021, 1:46 AM UTC

let's just show them all 11/16/2021, 1:46 AM UTC

re fast/secure/on file / saved on device / standard payment -- you are right we should find some way to include it

11/16/2021, 1:48 AM UTC

"fast payments using your information securely saved and biometrically accessed" lol



11/16/2021, 1:48 AM UTC

~~"fast payments using your information securely saved and biometrically accessed" lol~~



11/16/2021, 1:48 AM UTC

I wonder if we can try a few like "fast payments" "secure on-device payments" "fast and secure" etc



11/16/2021, 1:53 AM UTC

I wonder if we can try a few like "fast payments" "secure on-device payments" "fast and secure" "saved payment details"



11/16/2021, 1:54 AM UTC

@Raf Onak what do you think of the title - exploring between a "continue to developer's website" vs "Open External Website" or "Open External Link"



11/16/2021, 1:54 AM UTC

~~@Raf Onak what do you think of the title - exploring between a "continue to developer's website" vs "Open External Website" or "Open External Link"~~



11/16/2021, 2:03 AM UTC

@Joe Phillips v3 deck looks good. text me for anything else you want reviewed tonight

11/16/2021, 2:04 AM UTC

BM

Brandon Mihai

@Joe Phillips FYI follow up with Joe, Matt and Robert Wed morn at 9am. 11/16/2021, 3:42 AM UTC

JE

Josh Elman

Another example from Latika 11/16/2021, 3:41 PM UTC

7:29



Instagram



www.instagram.com



Instagram

onlyelkay

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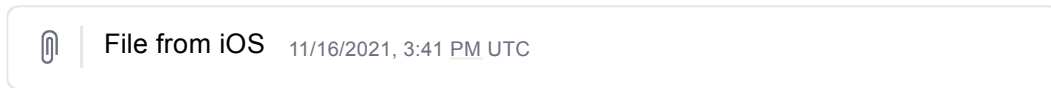
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11/16/2021, 3:41 PM UTC





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Instagram

onlyelkay

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